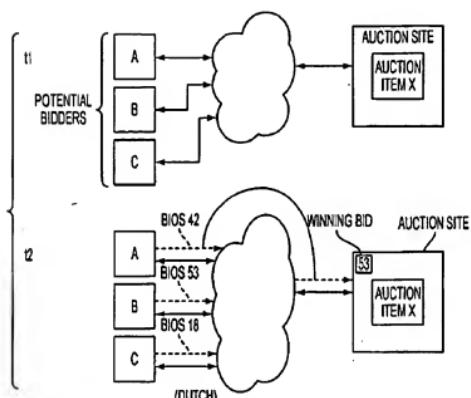


FIG. 1
PRIOR ART



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FIG. 2
PRIOR ART

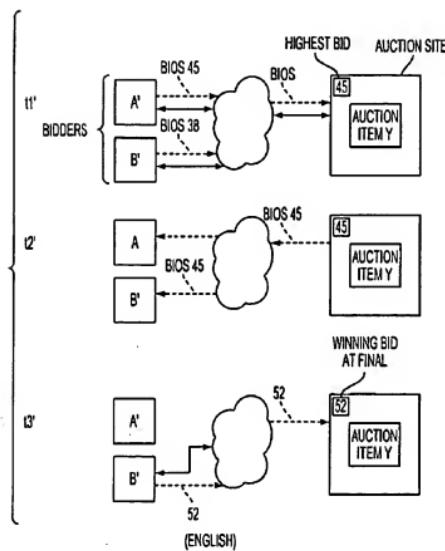


FIG. 2

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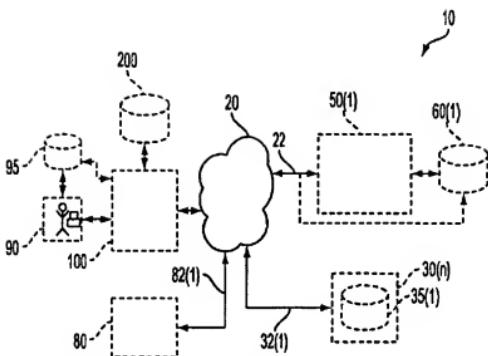


FIG. 3

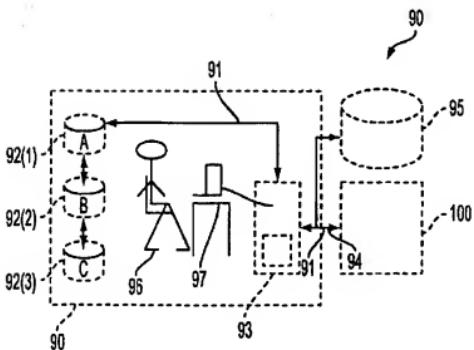


FIG. 4

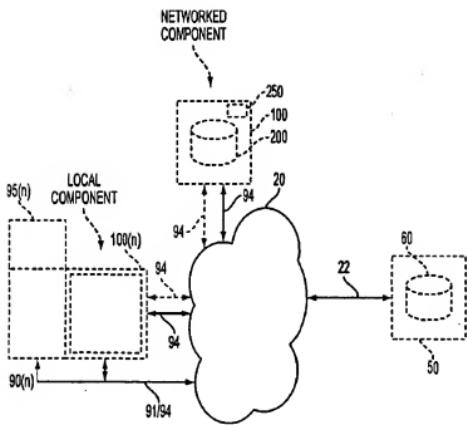


FIG. 5B

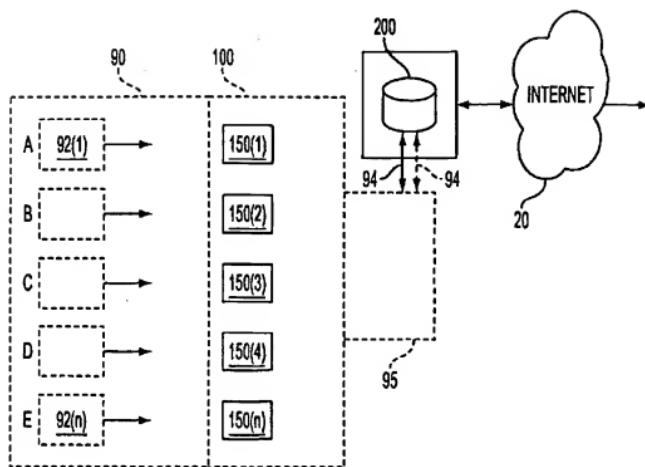
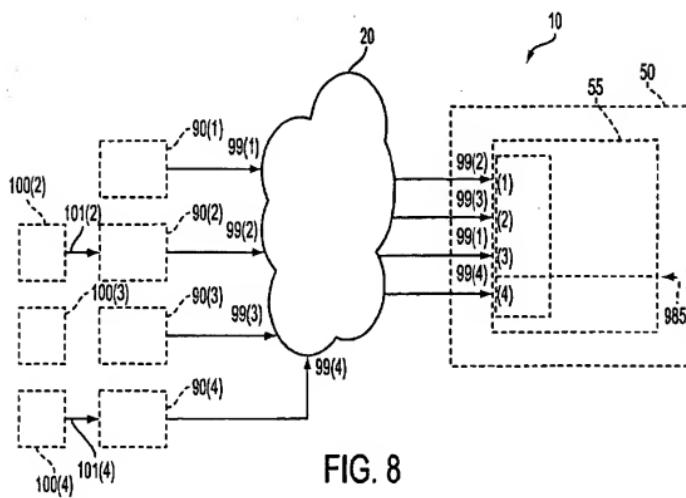
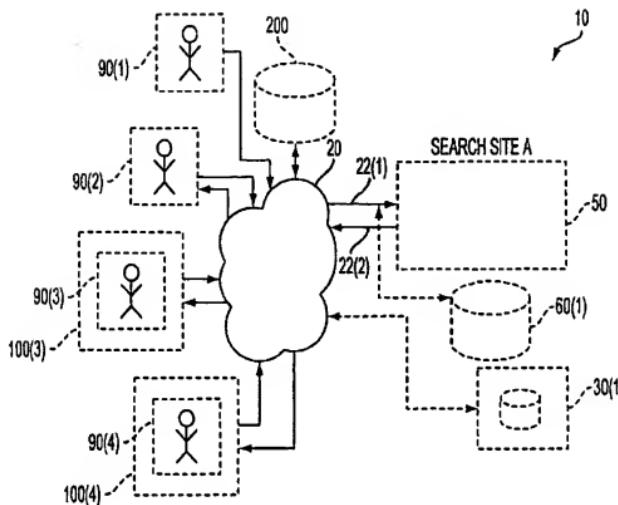


FIG. 6



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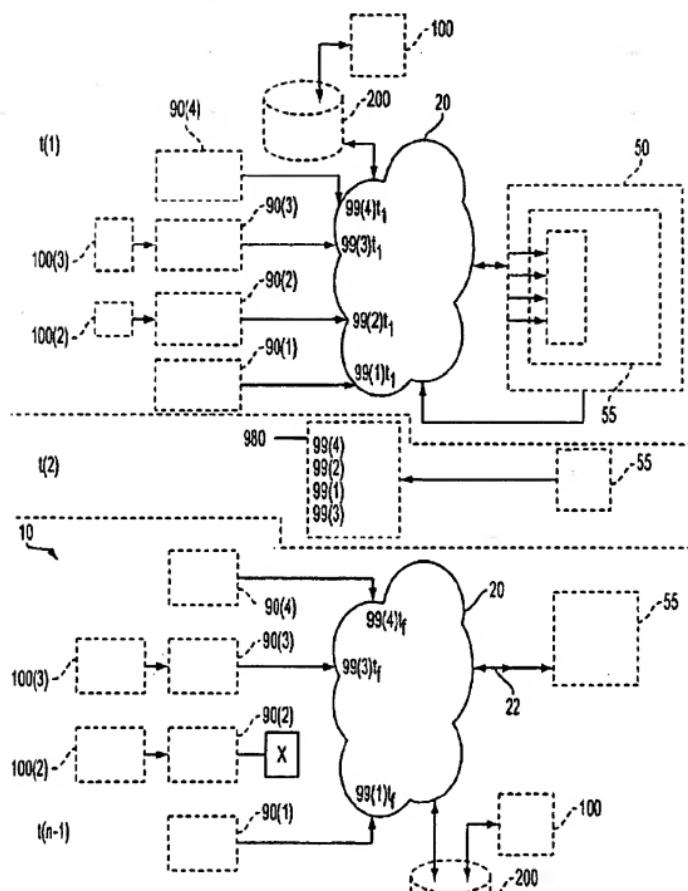


FIG. 9

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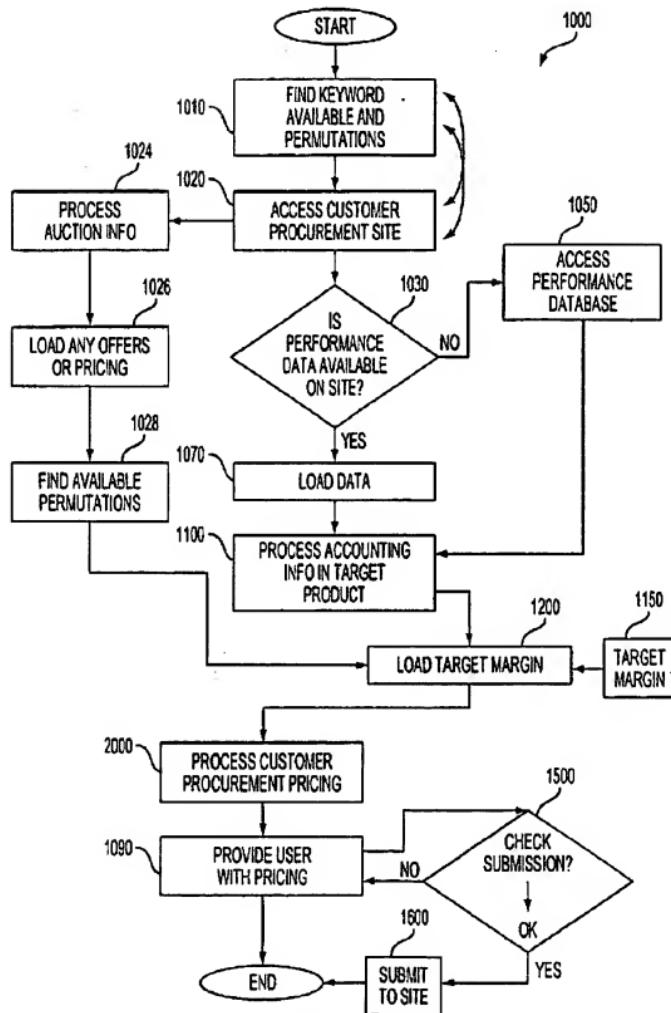


FIG. 10

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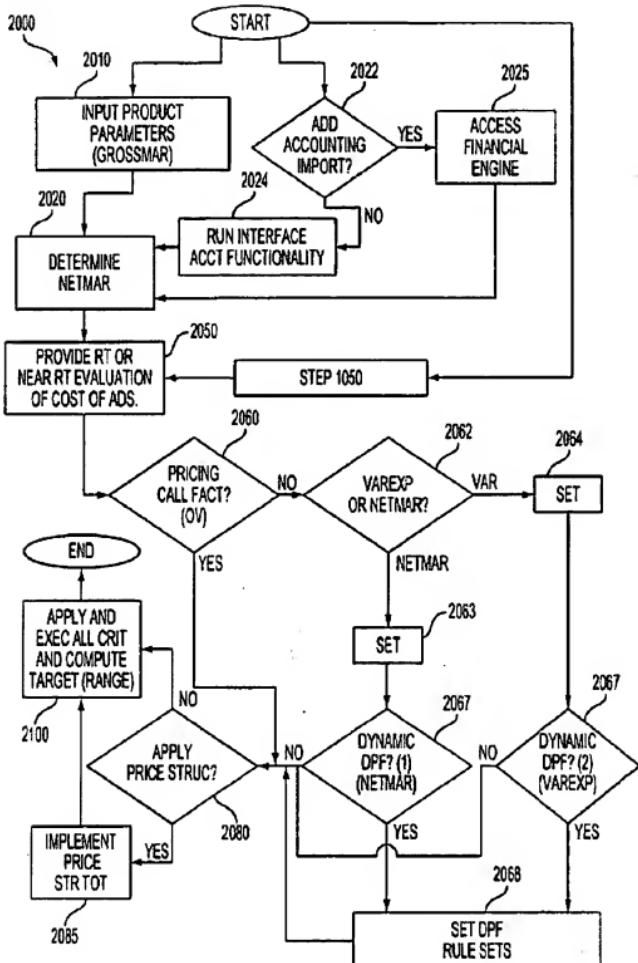


FIG. 11

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PRODUCT SET	KEYWORD SET	DYNAMIC PRICING RULE
A, B, C	"SKIN CARE" "UNDER \$5"	RULE A
A, B, C, D, E	"SKIN CARE" "UNDER \$50"	RULE B
A, E	"FDA APPROVED SKIN TX"	RULE A
B, C	"ALTERNATIVE MEDICINE" "SKIN CARE"	RULE C
D	"PRESCRIPTION SKIN CARE"	RULE B

FIG. 12

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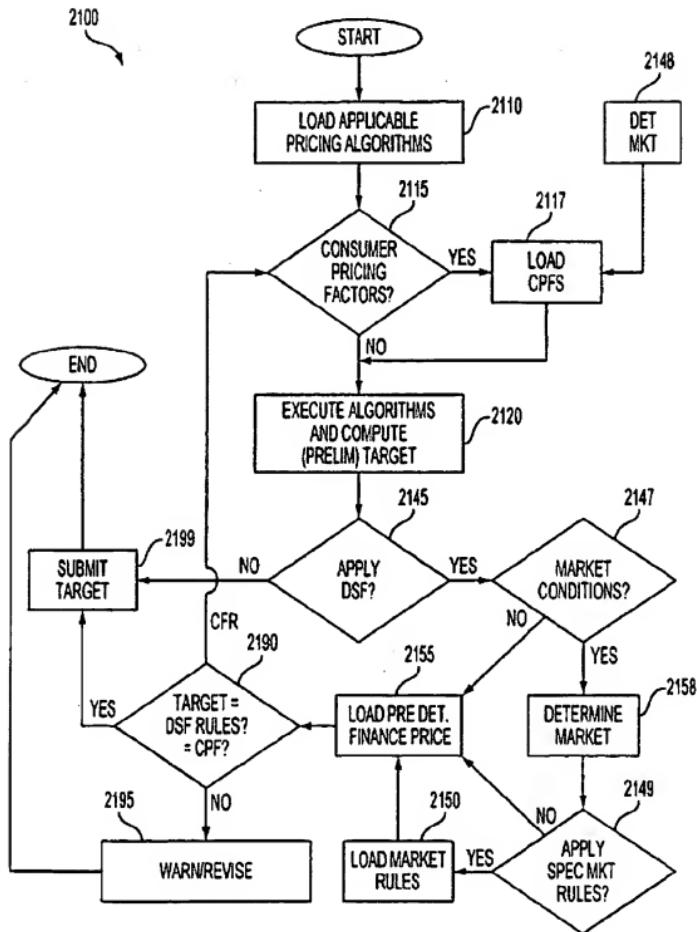


FIG. 13

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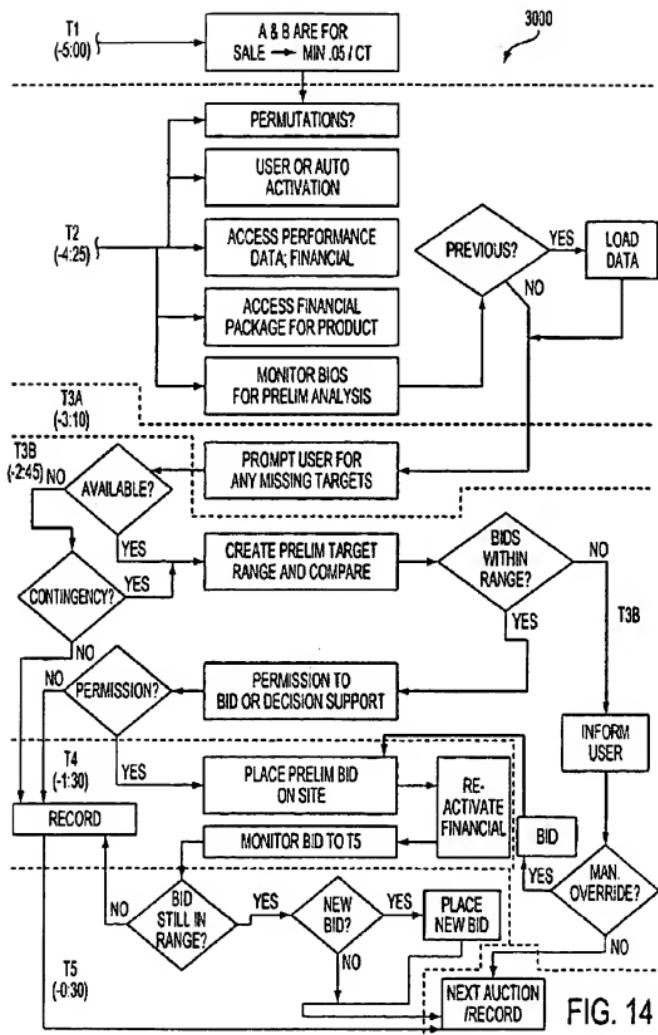


FIG. 14

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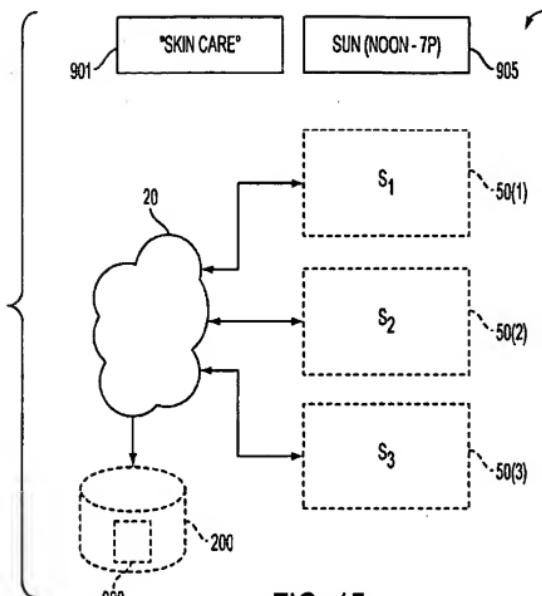


FIG. 15

KEYWORD	SITE	TIME PERIOD	COST/CT.	BID RES. 995	PERFORMANCE REL. 990	TP WEIGHT 992
"SKIN CARE"	50(1)	SUN 1 - 4P	0.27	X		
	50(2)	ALL DAY	0.15			
	50(2)	1 - 6P	0.24			
	50(3)	ALL DAY	0.17			
	50(3)	WEEK	0.125			

FIG. 16

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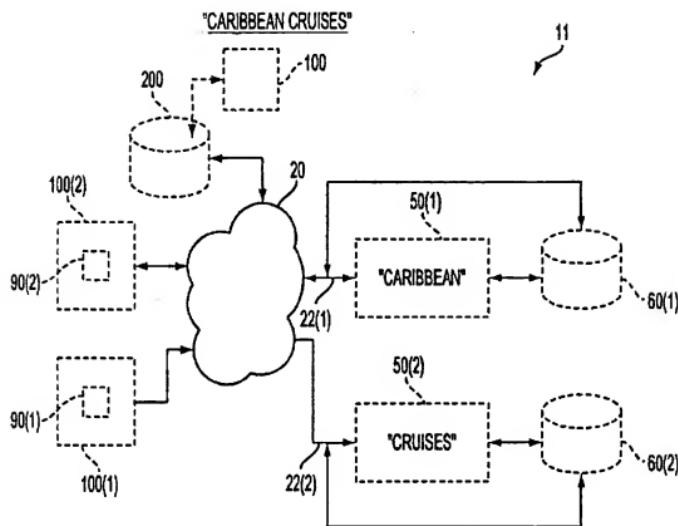


FIG. 17

PRICE		CLICK-THROUGH	
S_1	S_2	S_1	S_2
"CARIBBEAN"	"CRUISE"		
.47	.87		
PERFORMANCE		CLICK-THROUGH	
S_1	S_2	S_1	S_2
CARIBBEAN	CRUISE	CRUISE	CARIBBEAN
1.75 / MIN	1.21 / MIN	1.82 / MIN	2.67 / MIN

FIG. 18

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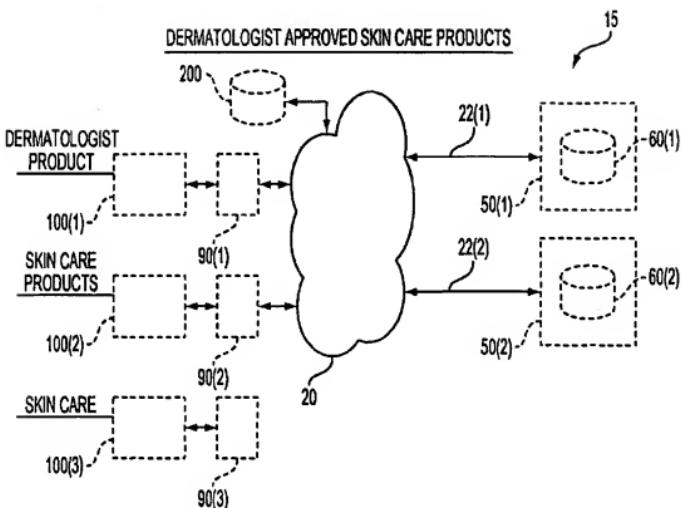


FIG. 19

		FACTORS		
SITE		S ₁	S ₂	S ₁
PERMUTATION ELEMENT	P ₁ E ₁	1.3	.82	-----
	P ₂ E ₁	.05	.03	-----
	P ₃ E ₁	.72	.64	-----
		P ₁ E ₂	1.8	1.5
		P ₂ E ₂	.72	.63
		P ₃ E ₂	.81	.75
		P ₁ E ₁ E ₂	1.0	1.15
		P ₂ E ₁ E ₂	.73	.71
		P ₃ E ₁ E ₂	.61	.60

FIG. 20

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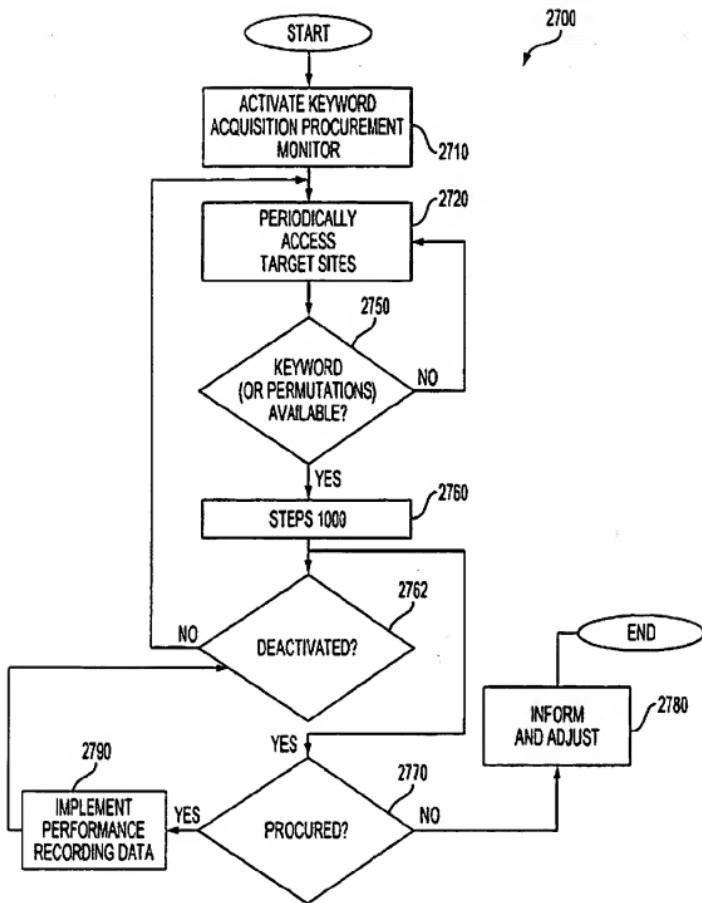


FIG. 21

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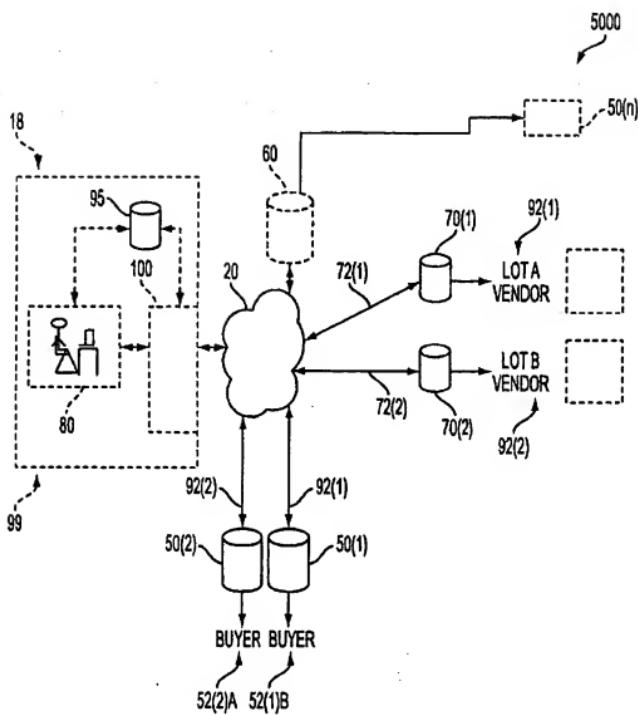


FIG. 22

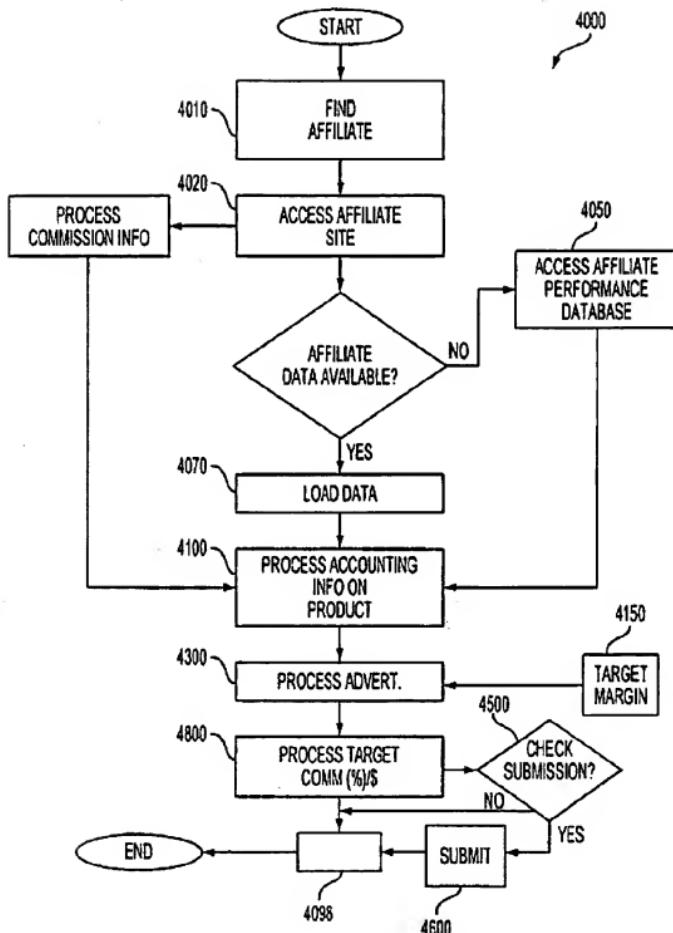


FIG. 23

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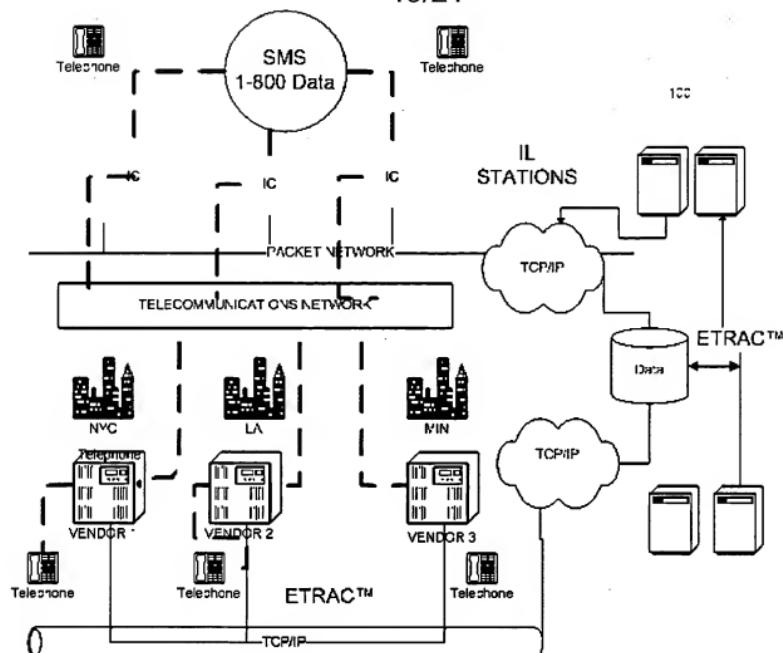


FIG. 24

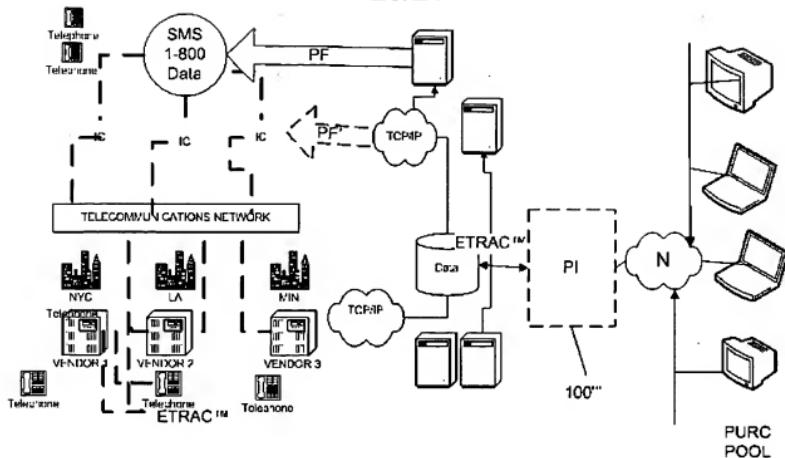


FIG. 25

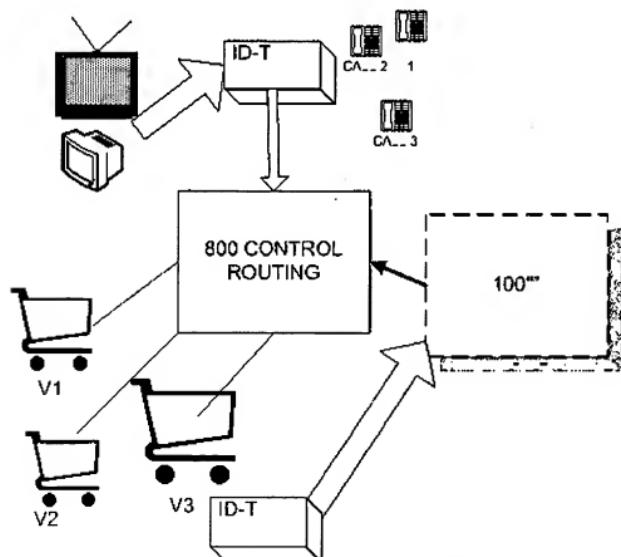


FIG. 26
DATA FLOW

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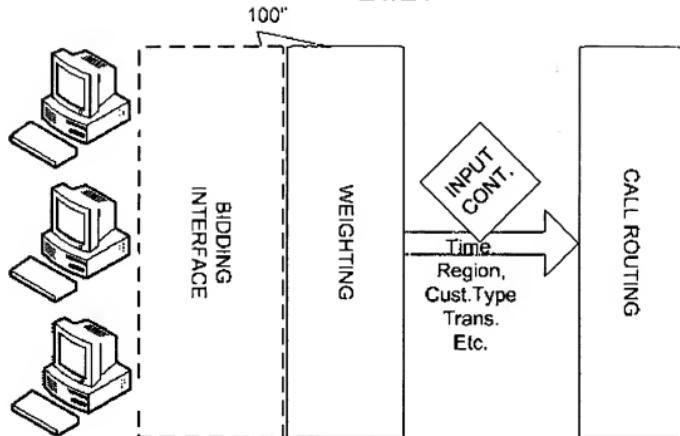


FIG. 27

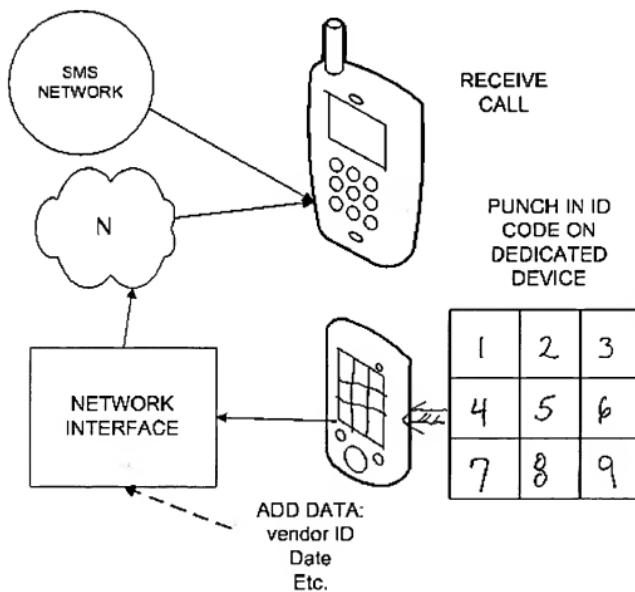


FIG. 28